



PURPLE GROUP LIMITED

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(Incorporated in the Republic of South Africa)

(Registration number: 1998/013637/06)

Share code: PPE ISIN: ZAE000185526

("Purple Group" or "the Company" or "the Group")

UNAUDITED INTERIM RESULTS FOR THE SIX MONTHS ENDED 28 FEBRUARY 2025 – RECORD PERFORMANCE DELIVERED

Purple Group delivered its strongest half-year performance to date, driven by scalable revenue growth, improved platform efficiency, and increased client engagement.

Key Financial Highlights:

- Group revenue increased by 25.8% to R238 million (YTD 2024: R189 million);
- Operating expenses increased by 13.0%, well below revenue growth, evidencing strong cost discipline;
- Profit attributable to ordinary shareholders rose 208.5% to R33.5 million (YTD 2024: R10.9 million);
- Basic and headline earnings per share increased 204.1% to 2.36 cents compared to 0.78 cents in the prior comparative period, exceeding 31 August 2024 full-year earnings per share of 1.77 cents; and
- Net asset value per share increased by 9.0% to 45.35 cents (YTD 2024: 41.60 cents).

Easy Group Performance: Easy Group continues to drive growth:

- Revenue increased by 30.8% to R216.4 million;
- Profit after tax increased 238.3% to R39.8 million;
- Active retail clients grew by 8.2% to 1.02 million;
- Client assets under management increased by 31.4% to R67.2 billion; and
- Retail inflows increased by 63.3% to R5.31 billion (YTD 2024: R3.25 billion), with average inflow per client up 49% to R5,201.

Revenue Diversification and Platform Efficiency:

- Retail revenue increased by 36.8% to R149.5 million;
- Institutional revenue increased by 19.2% to R66.9 million;
- Activity-based revenue increased by 40.0% to R99 million;
- Non-activity-based revenue increased by 24.0% to R117 million and comprised 54.1% of the Easy Group's revenue;
- Average revenue per user (ARPU) rose 24% to R146;
- Cost to serve per active retail client increased only 4.9% to R84.66; and
- Easy Group has increased 6 month revenue by R93 million over the last two years whilst the 6 month Cost to Serve has only increased by R22 million, demonstrating the scalability of the model and improving margin quality.

CEO Commentary

We're hitting our stride. This isn't just growth – it's proof that our platform model scales with discipline and client-led intent. While the macro environment is easing, ongoing uncertainty around global trade tactics – particularly from the US – continues to influence sentiment. What we're seeing here isn't a by-product of favourable conditions, but the outcome of deliberate decisions: to focus on value drivers, reduce friction, deepen engagement, and build for long-term resilience.

Client deposits are rising, though not yet back at peak levels – signalling that further upside remains as clarity returns to global markets. We're well-positioned to capture that momentum.

This performance is the result of shared purpose, growing trust, and long-term commitment.

A heartfelt and sincere thank you to our growing community of clients, partners, shareholders, and team members – whose belief, early starts, and daily commitment to align their purpose with ours is reflected in these results, and will shape every success to come.

Johannesburg
9 April 2025

This short-form announcement is the responsibility of the directors and is only a summary of the information in the full announcement and does not contain full or complete details. Any investment decision should be based on the full announcement which is available on our website <https://www.purplegroup.co.za/our-financials.html> or at <https://senspdf.jse.co.za/documents/2025/jse/issue/PPE/PPEInt2025.pdf>

Copies of the full announcement may also be requested at the offices of our sponsors and at our registered offices at no charge, during office hours. This announcement has not been audited nor reviewed by the company's external auditors. Any forward-looking statement has not been reviewed or reported on by the company's external auditors.

Executive directors: Charles Savage (Chief Executive Officer), Gary van Dyk (Chief Financial Officer). **Non-executive directors:** Happy Ntshingila* (Chairman), Arnold Forman*, Craig Carter*, William Bassie Maisela*, Bonang Mohale, Mark Barnes, Paul Rutherford (*Independent). **Company Secretary:** CTSE Registry Services Proprietary Limited. **Registered office:** 1F, 173 Oxford Road, Rosebank, Johannesburg, 2196. PO Box 411449, Craighall, 2024. **Auditors:** BDO South Africa Incorporated, Registered Auditors, Wanderers Office Park, 52 Corlett Drive, Illovo, 2196. **Share registrars:** CTSE Registry Services Proprietary Limited. **Sponsors:** Deloitte & Touche Sponsor Services Proprietary Limited, Deloitte, 5 Magwa Crescent, Waterfall City, Midrand, 2090. **Purple Group Limited** (Incorporated in the Republic of South Africa) (**Registration number:** 1998/013637/06) **Share code:** PPE ISIN: ZAE000185526 ("Purple Group" or "the Company" or "the Group") **Tax number:** 9552/065/64/2.